

### **REMARKS/ARGUMENTS**

This Amendment is being filed in response to the Final Office Action dated February 2, 2010. Reconsideration and allowance of the application in view of the remarks to follow are respectfully requested.

Claims 1-13 are pending in the Application. Claims 1 and 8 are independent claims. Claims 13 is newly added.

In the Final Office Action, claims 1-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi et al. ("Kanauchi") in view of U.S. Patent Publication No. 2002/0196241 to Morita ("Morita"). These rejections are respectfully traversed. It is respectfully submitted that independent claims 1-13 are allowable over Kanauchi in view of Morita for at least the following reasons.

It is undisputed that "Kanauchi does not teach ... scrolling in the column direction over time such that at least two displayed bands of illuminated rows of pixels change horizontal position from one time to a next time ..." (See, Final Office Action, pages 2 and 3 and similarly on page 5.) Morita is cited to provide that which is admitted missing from Kanauchi, however, it is respectfully submitted that reliance on Morita is misplaced.

In contrast with what is asserted in the Final Office Action, Morita is clear that (emphasis added):

As shown in FIG. 8A, in the case where the signal driver 30 is disposed so that a plurality of signal lines is arranged in the Y direction, and the scan driver 50 is disposed so that a plurality of scan lines is arranged in the X direction, a non-display area 100B of the LCD panel 20 is set in units of the blocks as shown in FIG. 8B. This enables only the scan lines in the blocks corresponding to display

areas 102A and 104A to be sequentially driven. (See, Morita, FIG. 8B cited in the Final Office Action and paragraph [0161].)

So in contrast with the assertions contained in the Final Office Action, Morita is clear that the display areas are only sequentially driven and are not simultaneously driven.

Further, the apparent position of the Final Office Action, namely that Morita, FIGs. 8B and 8C represent a temporal sequence of driving the display pixels of Morita finds no support within the four corners of Morita. In fact, it is respectfully submitted that Morita says little if anything about FIGs. 8A-8C.

FIG. 8B of Morita shows display areas 102A and 104A and non-display area 100B (see, Morita, FIG. 8B and paragraph [0161]). FIG. 8C of Morita shows a display area 106A and non-display areas 108B and 110B (see, Morita, FIG. 8C and paragraph [0162]).

Morita does not teach, disclose or suggest that FIGs. 8A-8C are temporally sequential display events of the display panel and merely states that "FIGs. 8A, 8B, and 8C are views schematically showing an example of a partial display realized by the scan driver." (See, Morita, paragraph [0160]).

As is first immediately clear from a simple review of the FIGs. 8A-8C, each of the display and non-display areas in each of the figures are labeled differently with no indication that there is a temporal relationship between the figures, such as between the display areas 102A, 104A in FIG. 8B and display area 106A in FIG. 8C.

In fact, as pointed out above, Morita is clear that even within a given frame, display areas are sequentially (non-simultaneously) driven (see, Morita, paragraph [0161]).

It is respectfully submitted that the method of claim 1 is not anticipated or made

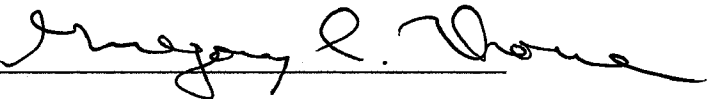
obvious by the teachings of Kanauchi in view of Morita. For example, Kanauchi in view of Morita does not teach, disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis added) "simultaneously illuminating a plurality of rows of pixels, the plurality of simultaneously illuminated rows of pixels defining at least two displayed bands of simultaneously illuminated rows of pixels separated by a band of non-illuminated band rows of pixels, the at least two displayed bands of simultaneously illuminated rows of pixels scrolling in the column direction over time such that the at least two displayed bands of simultaneously illuminated rows of pixels simultaneously change horizontal position from one time to a next time" as recited in claim and as substantially recited in claim 8. In fact, Morita which is relied on in the Final Office Action for showing this is clear that the display areas of Morita are sequentially driven.

Based on the foregoing, the Applicants respectfully submit that independent claims 1 and 8 are patentable over Kanauchi in view of Morita and an indication to that effect is respectfully requested. Claims 2-7 and 9-13 respectively depend from one of claims 1 and 8 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims.

In addition, Applicants deny any statement, position, or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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